

# SUMMER IS A FANTASTIC TIME FOR A SHOW!!!!

\*Don't assume that everyone is on vacation – only 4% of the population is on vacation any given week.

\*Take some of your jewelry everywhere you go...ballgames, ask other Moms to play at the park with you.... Have Mom's Day Out at McDonald's play land with the other moms. Choose a cute zebra bag to hold 2 or 3 trays, catalogs and order forms.

\*Take on vacation with you and do small shows wherever you are!

## TOP REASONS WHY SUMMER IS A SUPER TIME TO HAVE A HOME SHOW:

- Guests seem to be more **relaxed**...and not "in a hurry" to get home.
- The **days are longer**.
- **Schedules** are more flexible.
- **Babysitters** are easier to find...no school or tests the next day!
- Moms especially need a "**Mom's night out**" after entertaining a whole neighborhood of kids all day.
- Ladies need to accessorize and **shop for vacations, cruises, and summer social events!**
- **School teachers** are finally available to hostess and attend shows.
- Give a personal jewelry **Bridal Shower!** It's a perfect, no stress show of the Hostess!
- It's a great way for your Hostess to entertain some of her **out-of-town guests**.
- She gets **FREE JEWELRY**, duh!

## SUMMER TIPS FOR HOSTESSES AND JEWELERS:

1. When hostess coaching, instruct your hostess on the importance of keeping the home cool. Guests will be reluctant to try on pieces if they are feeling too warm.
2. For refreshments, suggest fresh fruit, lemonade, and iced tea. Avoid coffee, as again this will make your guests too warm.
3. Remember, weekend and afternoon shows are the hottest times of the day. Many guests could cancel at the last minute due to the sudden urge to head to the pool! Try Brunch Hour: 10:30 or so OR later in the evening: 7:30 instead of 7:00.
4. Discourage suggestions from your future hostesses to have a combination Premier/Pool Party. This can be a disaster! If she insists, start with the jewelry show and then they can go swimming.
5. Show more scarves! Ladies love scarves instead of blouses under their suits for cool summer comfort.
6. Encourage guests! Offer special gift drawings for bringing guests to the show!
7. Remind your guests that with the heat and added perspiration, their Premier Jewelry will need to be cleaned frequently to preserve the finish!
8. Really pus the "BRING A FRIEND" Drawing! For each friend someone brings their name goes into a drawing for a free piece of jewelry.
9. Offer multiple sale specials
10. Offer a fun vacation theme! How about Hawaiian, or cruise themes. Play island music!